

Central Turf and Irrigation Supply: White Cup BI Supports 3x Location Expansion



Data-driven insights help fuel steady growth from 20 to 60 locations

Company Facts

LOCATION

60 in the United States and eastern Canada

INDUSTRY

Turf and Irrigation

EMPLOYEES

400+

CHALLENGES

- Create a single source of truth to ensure accurate reporting
- Make data more accessible to the larger team while maintaining levels of access
- Free up IT resources to focus on other, more impactful initiatives

SOLUTION

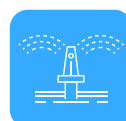
- White Cup BI

WEBSITE

www.centrtis.com

Founded in 1990 by Bernardo Luciano, an Italian immigrant who arrived in the United States as a teen with \$10 in his pocket and a strong work ethic. For years, Luciano worked in a wide variety of contracting jobs and saw the need to improve how distributors operated, so he founded Central Turf & Irrigation. Built on a commitment to customer service and partnership with their customers, Central TIS has 60 locations in 20 states within the US and Canada, and more than 20,000 customers.

“We had to have White Cup BI. I’d been using SXe for so long and couldn’t get the answers I needed easily, this solved so many problems.”



Holly Horner
Director of IT

Digital Transformation Drives Growth

In the early years, Central TIS' financial data came from multiple sources and was only visible to a small group of stakeholders. When questions arose about data accuracy, digging into the numbers to get to the truth took valuable time and resources. The company had grown to the point of needing a sophisticated system that provided easier visibility, accuracy, and an ability to drill down into the numbers.

Central TIS Director of IT Holly Horner previously worked for a reseller of Infor SXe ERP. When Central TIS first signed on with SXe Direct, she was responsible for training all branch employees. Several months after completing the extensive training program, she received a call from Central TIS asking her to lead the fledgling IT team.

Must-see BI, the beginning of the White Cup partnership

Early in her tenure, Horner was the company's only report writer. In an organization that held data close to the vest, that meant all requests for sales reports went through her. Even with the new ERP in place, it was time-consuming and required a high level of customization for each report. That's when White Cup BI came into the picture.

Central TIS discovered White Cup BI (then known as MITS BI) when Vice President of Sales Anthony Luciano attended a trade show. After seeing a brief demo, he brought Horner into the conversation. "Anthony called me from the show and said, 'You need to look at this website and call me back in an hour,'" Horner recalled. "I checked it out and had a hard time believing it does all it can. The following week we had a full-blown demo. We had to have it. I'd been using SXe for so long and couldn't get the answers I needed easily. This solved so many problems."

Collaboration that helps industry peers

Horner worked closely with the White Cup product team to create custom cubes to solve their most pressing challenges. "We helped create the purchasing cube that's now standard," Horner said. "The GL cube is based on our thought process too. It cleared up our issues with conflicting data, especially in financial statements. We were done looking at one spreadsheet and re-entering numbers on another spreadsheet. Now when someone has questions about a specific number, we're just a couple clicks away from the answer. And we know it's accurate."

Sharing Data Safely Breeds Inclusivity

One benefit of implementing White Cup BI is that the leadership team felt more comfortable sharing financial data with people in the company, thanks to role-based dashboards. Now, each team could see the information relevant to their specific department, while still making it possible for the leadership team to keep some data privileged. The result was an improved sense of individual ownership and trust with the team because they were able to more clearly understand how they were performing against company benchmarks.

For new hires, White Cup BI is a key part of the onboarding process. In addition to reviewing relevant reports and dashboards, the Central TIS team takes that training a step further at their quarterly meetings. Horner described the importance of peer-based teaching: “During our account manager meetings, we always have a session where our internal staff teach others what BI reports and dashboards they use and what’s successful for them. Teaching each other has been a huge win for us. The sales team looks at the data differently than I do on the corporate level. So, we’ve reframed things based on their input to make the data even more useful.”

Across the company, everyone has come to rely on White Cup BI data. “The team needs the data. And they’ve come to appreciate it every day,” Horner said.



Using BI Data to Become Trusted Partners with Customers

Central TIS was founded on a commitment to go above and beyond for their customers. The data that's available in White Cup BI makes it easy for sales reps to look out for their customers' best interests, creating a partnership, rather than an order-taking role. "Our reps can visit a customer and have meaningful conversations about past purchases and advise them on upcoming deals we're planning so they can buy smarter," Horner said. "Having BI data readily available to share shows customers that we're really looking out for their business and that we care."

The Next Phase of Digital Transformation

White Cup BI is the go-to source for analytics across the company, but they are always looking for new ways to refine the data. "Every year we look at our BI cubes and tweak them just a little to make them better as far as getting them to show exactly what we want to see. These little tweaks keep making things better and better," Horner said.

As the company continues to grow, Bernardo Luciano is starting to gradually transition the day-to-day responsibilities to the next generation. White Cup plans to continue supporting their success with continued enhancements to White Cup BI. "We've been with White Cup BI for a long time—that includes growing from 20 to 60 branches. Just like with our customers, we like partnerships. That's how we see our relationship with White Cup. It's a good partnership.

Bonus Content: RevUp Panel Discussion

To hear how Holly Horner and the Central TIS team use White Cup BI to create a successful approach leveraging both people and data, watch this RevUp panel discussion.